

## Local Food Promotion Program (LFPP) Final Performance Report

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by LFPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to LFPP staff to avoid delays:

LFPP Phone: 202-720-2731; Email: [USDALFPPQuestions@ams.usda.gov](mailto:USDALFPPQuestions@ams.usda.gov); Fax: 202-720-0300

Should you need to mail your documents via hard copy, contact LFPP staff to obtain mailing instructions.

<b>Report Date Range:</b> (e.g. September 30, 20XX-September 29, 20XX)	September 30, 2015 – June 15, 2016
<b>Authorized Representative Name:</b>	Meredith Pochardt
<b>Authorized Representative Phone:</b>	907-766-3542
<b>Authorized Representative Email:</b>	<a href="mailto:Meredith@takshanuk.org">Meredith@takshanuk.org</a>
<b>Recipient Organization Name:</b>	Southeast Alaska Watershed Coalition
<b>Project Title as Stated on Grant Agreement:</b>	Food Hub Feasibility Assessment for Haines
<b>Grant Agreement Number:</b> (e.g. 14-LFPPX-XX-XXXX)	15-LFPP-AK-0062
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Haines, Alaska
<b>Total Awarded Budget:</b>	\$12,129.00

LFPP staff may contact you to follow up for long-term success stories. Who may we contact?

☒ Same Authorized Representative listed above (check if applicable).

☐ Different individual: Name: \_\_\_\_\_; Email: \_\_\_\_\_; Phone: \_\_\_\_\_

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by LFPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
  - i. Goal/Objective 1: Conduct primary research on the feasibility of a food hub in Haines, AK
    - a. Progress Made: three (3) local producers and two (2) local food retailers were surveyed for their interest in a local food hub. Surveys asked detailed pricing information for local produce and asked qualitative questions about the producers or retailers desire to incorporate more local produce into community outlets. The results overwhelmingly showed that the most economical option for a producer is to sell their produce directly to the consumer rather than to a local grocery store that then sells to consumers.
    - b. Impact on Community: many great conversations and ideas were brought up through this process and as a community we identified some of the hurdles to increasing agriculture. There is a strong desire across the community to increase the amount of local food that is produced here
  - ii. Goal/Objective 2: conduct secondary research on the feasibility of a food hub in Haines, AK
    - a. Progress Made: other Alaskan food hubs were investigated. These included the Cook Inletkeeper’s food hub, the North Star Food Hub, and the Kodiak Bounty Cooperative. These all operate slightly differently but we feel that the model that best fits the needs and demographics of Haines would be the Cook Inletkeepers model of an online food hub that sells directly to consumers, with wholesale as an option. These options were discussed with the Haines Food Hub Steering Committee that consisted of several local producers, Haines Farmers Market manager, and interested community members.
    - b. Impact on Community: This information was presented at the Southeast Alaska Innovation Summit and at the Haines Earth Day “Ted Talks”. Community members were very engaged and interested in this discussion. The steering committee is excited and motivated to begin the development of an online food hub for the Haines community. A pilot version may take place during the month of Aug, 2016.
  - iii. Goal/Objective 3: Synthesize data and develop implementation plan
    - a. Progress Made: The Implementation plan was finalized in June 2016. The plan consists of a synopsis of the assessment process, the information that was discussed, the development of the steering committee, and the recommendations that they have suggested.
    - b. Impact on Community: through the food hub steering committee community members have provided valuable feedback to the development of this plan. This plan was also presented at the SE Innovation summit and Haines Earth Day to gather more community feedback.
  - iv. Goal/Objective 4: Present implementation plan in Skagway and Juneau, AK
    - a. Progress Made: The results of the primary and secondary research were presented at the Innovation Summit in Juneau in Feb. 2016. The Skagway

presentation was forgone, but a presentation was made at the Haines Earth Day “Ted Talk” event and received great community feedback.

b. Impact on Community: community members beyond Haines have become aware of the efforts to increase access to local foods and have contributed to the development of the final implementation plan. The community presentations have shown that there is a strong interest in increasing the production of local food and developing a local food economy in Haines and Southeast.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 20\_\_). Include further explanation if necessary.

- i. Number of direct jobs created: 0
- ii. Number of jobs retained: 1
- iii. Number of indirect jobs created:
- iv. Number of markets expanded: 1
- v. Number of new markets established: 0
- vi. Market sales increased by \$insert dollars and increased by insert percentage%.
- vii. Number of farmers/producers that have benefited from the project:

- a. Percent Increase:

The intention of this project was to assess the feasibility of a food hub and develop an implementation plan. Increased market sales, jobs, and farmers/producers benefited is expected to increase with the development of the food hub through an implementation grant (submitted May 2016)

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

Since this is mainly a feasibility study no direct customer base has been increased, however we have made several new connections with producers that are interested in selling their produce through the food hub once it's established. We are also exploring options to include more local produce with the Tribal food programs and senior food programs.

4. Discuss your community partnerships.

- i. Who are your community partners?
  - a. We are partnering with three commercial growers in Haines, two grocery stores, the Haines Borough Public School, Grow Southeast, and several interested community members
- ii. How have they contributed to the overall results of the LFPP project?
  - a. The producers have contributed detailed pricing information for their produce and provided great feedback through surveys and meetings about how a food hub could work in Haines. The grocery stores have provided detailed pricing information for their produce and feedback from the surveys. The Haines School has provided pricing information on their produce purchases and feedback about how to incorporate more local produce into the school food service program. Grow Southeast works to increase local food production, processing, distribution and consumption in order to create resilient integrated local food

systems and to empower Southeast communities. Several community members and smaller scale growers have provided great feedback and information through the steering committee meetings that has greatly influenced the development of the feasibility study for the Haines Food Hub.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant?
  - a. In the future we will continue to communicate with the producers both large and smaller scale. We will also continue to include the grocery stores and school as well as any other interested organization and community member in the stakeholder meetings. We are currently looking to include a representative of the fishing community in the stakeholder group to help us include local seafood sales with the development of the food hub. We will continue to work with Grow Southeast to bring the work through this project to other communities in Southeast Alaska.

- 5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project?

We did not use any contractors to conduct the work in this grant.

- 6. Have you publicized any results yet?\*
- i. If yes, how did you publicize the results?
  - a. Yes. A presentation was made at the Innovation Summit in Juneau in February and another community presentation was made at the Haines Earth Day "Ted Talk" event. Both presentations received great feedback from people interested in increasing the distribution of local food within the region. The final feasibility study will be published on the SAWC and TWC websites and Facebook pages as well as included in our newsletters.
- ii. To whom did you publicize the results?
  - a. The results were publicized to the general public with a specific focus on those that are interested in innovative ideas and new economic development opportunities, and local food advocates.
- iii. How many stakeholders (i.e. people, entities) did you reach?

\*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

Through the presentations we reached over 300 people and through participation in the surveys and steering committee we reached another 20 people.

- 7. Have you collected any feedback from your community and additional stakeholders about your work?
  - i. If so, how did you collect the information?
    - a. We have collected feedback from various community members through participation in the steering committee and through the community presentations. We will continue to seek community feedback as we further develop the food hub.
  - ii. What feedback was relayed (specific comments)?

- a. Direct to consumer sales is far more profitable for the producer than selling wholesale (excluding selling to restaurants)
- b. Utilizing the food hub to boost the farmers market and the local food economy would be good for the entire local food movement in Haines and Southeast
- c. Incorporate more than just produce into the food hub – seafood, eggs, meat, berries, etc.
- d. Consumers would really like a weekday option for picking up their produce – weekends are too busy
- e. We need to encourage more local food production in Haines and Southeast. The food hub could provide a way for people to “grow and extra bed” and be able to sell some of their produce each year to offset some of their costs.

8. Budget Summary:

- i. As part of the LFPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: ☒
- ii. Did the project generate any income? no
  - a. If yes, how much was generated and how was it used to further the objectives of the award?

9. Lessons Learned:

- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
  - a. This was a very informative process that provided some great feedback on how to best implement a food hub in Haines and how a regional Southeast AK food hub could also be developed. The pricing information gathered from the producers and retailers was very informative and the steering committee meetings provided the necessary deliberation about what would work best for the many sectors of the Haines and Southeast economies/communities.
  - b. One thing that I would suggest for future feasibility studies such as this is to develop the steering committee and include them in the process from the beginning. We initiated the steering committee after already gathering information. Had we convened with the steering committee earlier on we could have got their feedback as to what information they felt was key to collect. New steering committee members can always be added, but I think it would be a good idea to develop a small committee early on to help hash out the direction from the beginning.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
  - a. The only change from the initial goals/objectives was instead of a presentation in Skagway, it was determined that a presentation in Haines and two steering committee meetings would be more productive and informative. We hope to engage Skagway in the development of the food hub as we continue to pursue this but at this time felt it was a bit premature.
- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

- a. This is a very straight forward project to administer. The only suggestion I would have is to develop a steering committee first, before any other planning/surveys/etc. happens. The steering committee will likely have ideas and suggestions about who and how to conduct the preliminary research that will be helpful.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.
  - a. We have applied for a USDA LFPP implementation grant (submitted May 2016). If funded this grant will fund the implementation of a Southeast Alaska Food Hub Network (SEAK-FHN). Initially the SEAK-FHN will establish the Haines food hub and work out any kinks in the process. Following feedback and market analysis, the SEAK-FHN will expand to Juneau. The Juneau site will serve as a collection and distribution site for the region. The exciting part of the Juneau site is it has the ability to aggregate goods from across the region including small communities that do not have a market outlet for good, and provide a market. This could be a huge economic driver for the region.
  - b. In the short term, the Haines community is excited to host a pilot version of a food hub for 4 weeks during August 2016.
- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?
  - a. A regional feasibility analysis and business plan will need to be developed for the implementation of the SEAK-FHN. This is proposed in the grant submitted by the SAWC in May 2016.